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RUSCHMOHR
DAHLIA GARDENS



TENTH ANNIVERSARY
1930 - - - 1940



Photo by Zerrenner

H. DEWEY MOHR
with "DEEP PURPLE"

EXHIBITION DAHLIAS

FOR

1 9 4 0



RUSCHMOHR DAHLIA GARDENS

38 VINCENT STREET

ROCKVILLE CENTRE, L. I.

NEW YORK



INTRODUCERS OF

“CERTIFICATE OF MERIT” and “HONOR ROLL DAHLIAS”



Telephone: ROCKVILLE CENTRE 6274

It is with great satisfaction that we present our 10th Anniversary catalog. On Jan. 1, 1930 this enterprise was founded by the late Charles H. Ruscher and H. Dewey Mohr. Mr. Ruscher, supervising the greenhouses and various dahlia show exhibits and Mr. Mohr handling sales, purchases, contacting for new introductions, credits, collections and financial details.

On Jan. 23, 1936, the dahlia world received the shock of the untimely death of our associate Mr. Ruscher. The business was then continued by H. Dewey Mohr and his son Robert Dewey Mohr. The business at the beginning consisted of a small local trade and has gradually expanded each year. Today, we ship to most every state in the Union and Canada as well as a number of countries abroad. We attribute our success to the handling of healthy stock and giving our customers a fair and square deal. During the past 10 years, having been engaged in this undertaking we have had the good fortune of introducing the following novelties:

- 1931 Josephine G.
- 1932 Meadowbrook.
- 1933 Jane Dew.
- 1934 Man O' War, Orchid Moonlight.
- 1935 Mrs. Geo. Le Boutillier, Rockley Moon.
- 1936 Rudolf's Giant, Red Jug.
- 1937 Purple Mist, William G. Wyllie, Betty Lindgren.
- 1938 Sunrays, Straight's White, Preakness.
- 1939 Rita Wells, Langeloth, Pink Preakness, Grain-O-Gold.
- 1940 Deep Purple, Victory, Nancy Ann Mitchell, Purp, Pyro.

The performance of the above introductions is a matter of record. It has been our policy to introduce only those dahlias that have received certificates of merit at the various American Dahlia Society Trial Grounds or those mentioned in the various recognized Honor Rolls of the country.

This occasion affords an opportunity to thank you, our customers, for the support you have given us, be it great or small. Some of you have been on our books since the day we commenced business; others for only a few days. We shall be as zealous in cultivating the goodwill of the latter, as we are retaining the confidence of the former.

May you all have a most successful dahlia year.

H. DEWEY MOHR,
ROBERT DEWEY MOHR.

RUSCHMOHR INTRODUCTIONS AGAIN
LEAD THE WAY FOR
1940



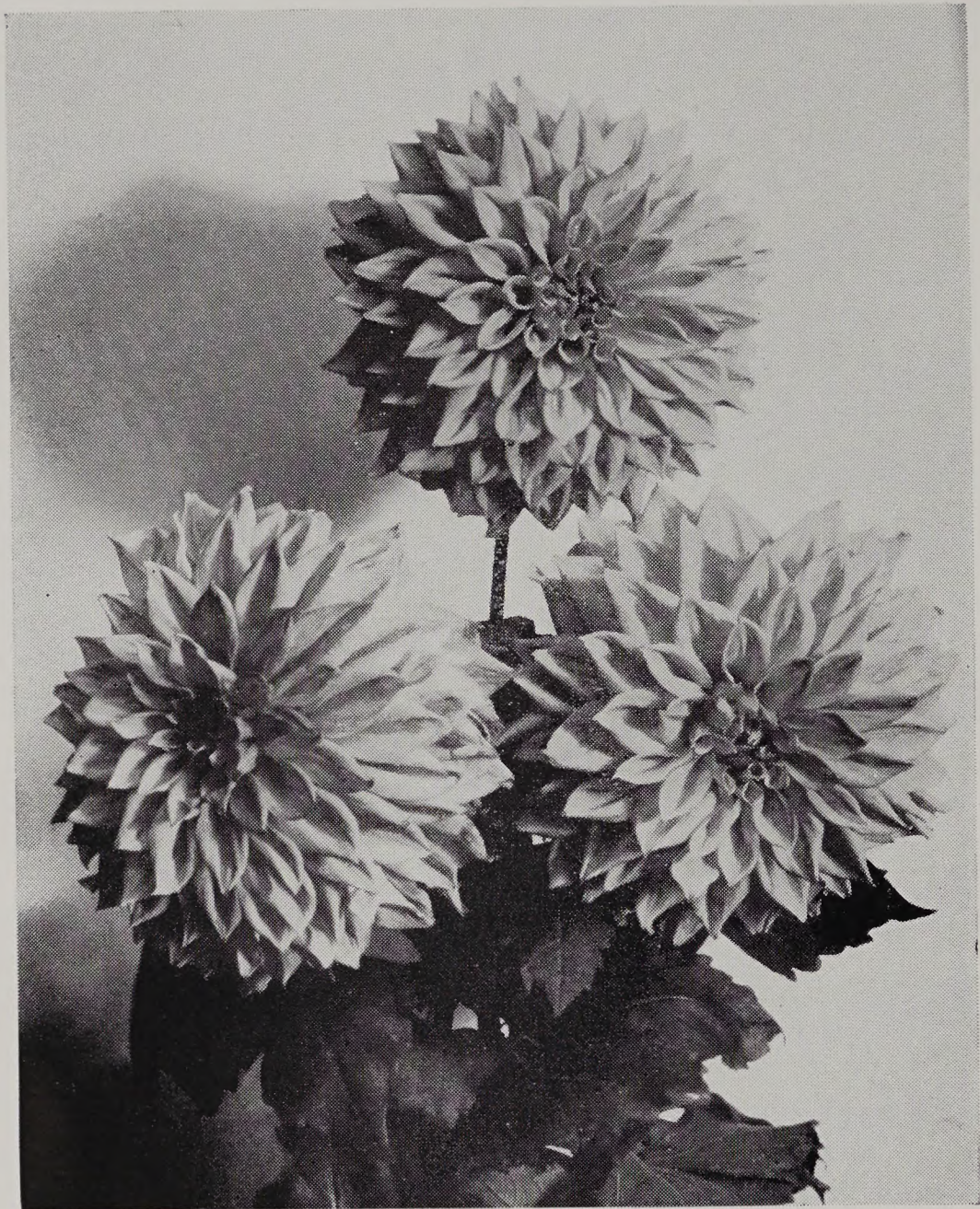
DEEP PURPLE

DEEP PURPLE (Stephenson). Its name is its color. Deep magenta-purple with velvet sheen. The largest purple formal in commerce. Blooms average 12-13 inches. In spite of its large size the stems are strong enough to hold the flower facing sideways. Dark leathery insect resistant foliage. Height of plants 5 feet. One of the few large type dahlias to receive a Certificate of Merit at the American Dahlia Society Trial Grounds at Storrs, Conn. Also received a Certificate of Merit at the American Dahlia Society at East Lansing, Mich. Included in Ex-Pres. Dudley's and Col. Eddy's Honor Roll in *The Flower Grower*. Also J. W. Johnston's 1940 Dahlia Futurity in *House Beautiful*. This dahlia was originated by the Stephenson's Dahlia Gardens of Santa Monica, Cal., for whom we act as Eastern Representatives, having been produced from their own seed. We can supply root stock grown by us in our fields or that grown by the originator, whichever you prefer.

Roots \$10.00 Net

Plants \$3.50

3 Plants for \$10.00



Jessie Tarbox Beals

VICTORY, A MUCH NEEDED PINK NOVELTY

VICTORY (Asther). The long looked for Pink formal has arrived. In fact Mr. J. W. Johnston in his Dahlia Futurity considers it the most beautiful formal decorative to date. A rose pink with golden suffusion. Blooms average 10-11 inches. It has long stems, and the flower is held above the bush. The blooms have good substance and keep a long time when cut. Foliage is good. Height of plant 5 feet. The dahlia even though it did not win the D. W. Hart Medal in New York, created a sensation. It won as the best formal decorative seedling in New York, Camden, Rockville Centre during 1939 and in Chicago in 1938. Included in Ex-President Dudley's and Mr. C. Louis Robert's Honor Roll in The Flower Grower. Also Mr. J. W. Johnston's 1940 Dahlia Futurity in House Beautiful.

Roots \$10.00 Net

Plants \$3.50

3 Plants for \$10.00



NANCY ANN MITCHELL

NANCY ANN MITCHELL (Mitchell). Vivid Scarlet incurved cactus. Blooms average from 7 to 8 inches. Blooms from August until frost. The brightest spot in the garden. The stems are strong though wiry and the many blooms stand out well from the attractive dark leathery foliage. Height of bush, 5 feet. Excellent for arrangements and basket work. Received a Certificate of Merit at The American Dahlia Society Trial Ground at East Lansing, Mich., with a score of 86. Included in Ex-President Dudley's and Col. Richard Eddy's Honor Roll in The Flower Grower.

Roots \$10.00

Plants \$3.50

3 Plants for \$10.00



PURP

PURP (Dudley). Miniature formal decorative of true purple with a fair content in coloring of red. A welcome addition to the limited purple color class in miniatures. Size about $2\frac{1}{2}$ by $1\frac{1}{2}$ inches. Stems 10 inches. Foliage light green. Height of bush, 3 feet. Profuse bloomer. Fades very little in the sun. Received Certificate of Merit at The American Dahlia Society Trial Grounds at Storrs, Conn. Ex-President Dudley rode rough shod over what modesty he had in listing this dahlia in his Honor Roll in The Flower Grower and we fully believe with him that it has qualities which make it good for showing and decoration.

Roots \$3.00

Plants \$1.00

3 Plants for \$2.50



Photo by Zerrenner

PYRO

PYRO (Preas). Collaretti, scarlet red, sized about 4 inches. The petaloids are buff-gold and this combination makes a most attractive Dahlia and not like any other collaretti we know. Winner in the open to all classes in New York and Rockville Centre during 1939. Included in Ex-Pres. Dudley's Honor Roll in The Flower Grower.

Roots \$3.00

Plants \$1.00

3 Plants for \$2.50

1940 Introductions of Other Growers

BILLY LARCH (Etherington). S. C. Very dark crimson almost black at center, blooms measuring 12 x 6 on very strong stems, 12 inches to the first set of leaves, bushes strong and healthy. Height 5 feet.
Plants \$5.00

JOYCE GIBBS (Australia). Pom. Dainty mauve pink. A perfect exhibition pom, going back to the stem in a perfect ball. Fine grower and outstanding variety.
Plants \$1.00

KILGORE'S LUCIFER (Kilgore). R. C. to I. C. Color Brazil red with capucine orange reverse which shows as petals curl. Very large and deep. Bush grows 6 feet and well spread. Cane like stems support huge flowers well. Foliage dark green.
Plants \$3.75

KING COLE (Ballay). I. D. Very dark maroon red with velvet like texture and fine texture 12 to 14 inches to 7 to 8 inches deep. Winner of the Sunset Medal at San Francisco Show as best 1940 introduction.
Plants \$5.00

LITTLE MISS PRIM (Dahliadel). Miniature straight cactus that is truly diminutive in form. Blooms are 2½ to 3 inches. Bush only 16 to 18 inches tall. Straight stems are almost as long. Always full of blooms, fine for border effect and catches the eye for daintiness. A rose pink with lighter shadings at center and tips. Roots \$3.00. Plants \$1.00

MAFFIE (Exnar-Johnson). S. C. Intense red in color. Very large. Not only bloom but stems and bush as well. Dark insect resistant foliage. Winner of Achievement Medal at Camden and largest bloom in 3 other shows.
Plants \$5.00

MANHATTAN (Veile). I. D. Large orange red 12 to 13 inches. Each petal is margined a deeper red and each has yellow at the base. The petals twist showing a buff reverse. Winner of the D. W. Hart and Home Achievement Medal at the New York Show. Also Achievement Medal at Wilmington and Peekskill. Best Seedling in Englewood, N. J. in 1938.
Plants \$7.50

MEEGAN CALLAGHAN (Australia). S. C. Pure white. We would call this a real white Satan. Blooms 11 to 12 inches on straight erect stems.
Plants \$3.75

MISS MARJORIE (Australia). Pom. Color mulberry to pansy purple shading to the latter tone towards the center. A very diminutive pompon as it measured only 1 inch on 5 blooms where it won in the open to all class at the New York Show. Fine petalage and filled right to the center.
Plants \$1.50

MOTHER'S DAY (Australia). I. D. Large white measuring 11 inches.
Plants \$3.75

MRS. HOWARD C. PHILLIPS (Asther). I. D. Ivory white. Free bloomer and vigorous grower. Received Certificate of Merit at Ohio Valley Trial Grounds.
Roots \$10.00. Plants \$3.75

RED ROBIN (Dahliadel). Miniature Formal Decorative of bright scarlet that holds its color in the sun. Blooms are consistently small only 2½ x 2 inches. Exceptionally profuse with good centers from late summer until frost. A good growing bush about 2½ feet tall. An exhibition, landscape or cut flower variety. One of the most outstanding miniatures at Storrs, where it received a certificate of merit. Won first in the seedling miniature class in Camden. Certified also at W. Va. and recommended by the Dahlia Society of Georgia, 1939.

Roots \$3.00. Plants \$1.00

THE GOVERNOR (Berwick-Dahliadel). F. D. Bright sulphur yellow which without question is a formal decorative of beautiful form with wide heavy petals that roll back at the tips. Grows 11 x 6 inches with long erect stems and strong rugged insect-resistant bushes about 5 feet tall. Won 14 blue ribbons in last Fall's leading shows.

Roots \$7.50. Plants \$2.50

THUNDERBOLT (Sarrett-Mad River). I. C. Dark scarlet on long stems and blooms are held out of the bush. Blooms average 10 inches. Winner of the American Home Achievement Medal at Racine, Milwaukee, Chicago and Cleveland.

Plants \$7.50

TIP (Netherlands). Miniature semi cactus. Color sulphur yellow, measuring 3 to 3½ inches. Very free bloomer.

Plants \$1.00

TOWNLEY ORANGE (England). Miniature I. D. Deep orange to reddish orange in the center, with pinked petals, measuring 3 to 3½ inches.

Plants \$1.00

YELLOW GLORY (Frey-Dahliadel). S. C. Magnificent lemon yellow. Blooms 12 x 7 inches. Full fine form with high center and plenty of petalage. Height of bush 5 feet.

Roots \$10.00. Plants \$3.50

DUKE OF WINDSOR (Australia). I. D. Blooms of 12 inches in diameter, dark crimson carried on strong stems. One of the finest Australian Dahlias.

Plants \$2.50

Recent Standard Introductions.

	Plants	Roots
ALICE MAY (Morgan). I. D. Pure waxy white, with beautiful formation	\$1.75	\$5.00
AURORA (Salem). F.-I. D. Rose pink, overlaid wax yellow, giving it a peach pink appearance.....	2.50	7.50
BERNICE GEER (Geneva). I. C. Rose pink to old rose....	1.00	3.00
BRILLIANT LADY (Salem). I. D. Bright reddish French purple reflexed silver. Many of the petals roll and twist showing silver reverse.....	2.50	5.00
BURCH FORAKER (Slocum). I. D. Bright flame red. Very large.	1.75	5.00
CORONADO (Ballay). I. D. Bright rose magenta. Quite large.	1.75	5.00
DEAN ANDERSON (Mad River). I. D. Coral red and peach.75	2.00
DIRECTOR CARL D. DAHL (Scott). I. D. Very large old apricot and rose.75	2.00
DON SOUTON (Australia). I. D. Large lavender.....	1.00	3.00
EMMA WALKER (MacDowell). S. C. Large yellow and old rose.	1.75	5.00
EVERYBODY'S FAVORITE (Salem). I. D. Rose pink bloom with slightly twisted petals, that fall back giving bloom large depth	3.50	10.00
FIGARO (France). S. C. Deep golden yellow heavily splashed and striped reddish cerise. Sport of Satan of French origin.	1.00	
FIREFLY (Geneva). B. Dense scarlet red.....	.75	2.00
FREDA GEORGE (Australia). I. D. Cream overlaid heliotrope75	2.00
GENEVA SURPRISE (Geneva). F. D. Orange cadmium, blending to apricot yellow, slightly suffused grenadine red.	1.50	5.00
GLAMOUR (Salem). I. D. True purple deeply edged amaranth pink.	3.50	10.00
GRAND MASTER (Caldwell). F. D. Bronze shading to orange at center.	1.00	3.00
HILLSIDE SUNSET (Bissel). I. D. Golden edged and suffused with red in early part of season, later showing mostly gold. Very large.....	2.50	7.50
JEAN PATURET (France). R. C. Fine large brilliant yellow with fine stems.....	.75	
JOSEPH E. MITCHELL (Mitchell). I. D. Greenish yellow lightly tinted amaranth pink.....	1.65	5.00
JUGENDPRACHT (Germany). I. C. Gold overlaid rose....	1.00	
JULIUS BUNGE (Carlee-Mad River). I. C. Intense pure pink.	1.00	3.00
KATTIE K. (Lakeside). I. D. Soft violet rose.....	1.00	3.00
KENTUCKY SPORTSMAN (White). I. D. Tri-color, center yellow, outer petals a rich golden amber, with an old rose reverse. Petals tipped white.....	.75	

	Plants	Roots
LANGELOTH (Travis-Ruschmohr). Striking red and white bi-color. I. D.	1.75	5.00
LOIS WALCHER (Walcher). F. D. Bi-color of deep amaranth purple and white.....	1.75	5.00
MISS SANTA MONICA (Stephenson). R. C. Pure white of medium size.	1.75	5.00
MODEL 999 (Lakeside). S. C. Large red, seedling of Satan.	1.50	5.00
MONARCH OF THE EAST (Almy). F. D. Autumn.....	.75	2.00
MRS. AMBERS (Australia). I. D. Rich cadmium yellow to raw sienna.	1.75	
NAGEL'S GIANT (Nagel). I. D. Rich salmon with gold...	1.00	3.00
NANCY GENE (Australia). I. D. Rich golden yellow.....	2.50	7.50
ONE GRAND (Stephenson). S. C. Very large bright yellow	1.00	3.00
PINK GRAND (Golden Rule). I. D. Pink.....	2.00	6.00
PRES. DR. EDW. BENES (Czechoslovakia). I. D. Brilliant red, reverse of petals vieux rose. Very large.....	1.75	5.00
PREMIER'S WINSOME (Premier) I. D. Light pink. Blooms 11 x 6.	2.50	5.00
RED SALUTE (Salem). F. D. Old rose and scarlet.....	.75	2.00
RITTA WELLS (Straight-Wells-Ruschmohr). I. D. Largest dahlia we have ever introduced, averaging 13-14 inches. Grenadine pink on buff.....	2.50	7.50
ROBERT RIPLEY (Salem). I. D. Rhodamone purple with rose suffusions.	1.00	2.50
ROCKLEY DICTATOR (Taylor). S. C. Large crimson velvety red.	1.00	3.00
RUDOLF'S GIANT (Rudolf-Ruschmohr). I. D. Very large autumn.75	2.00
SAN FRANCISCO (Ballay). I. D. Shrimp pink. Large flowers on long stiff stems.....	2.50	7.50
SLEEPY HOLLOW (Morgan). I. C. Large flowers of deep shell pink.	1.00	3.00
SON OF SATAN (Slocum). S. C. Large bright red.....	.75	2.00
STEPHENSON'S GIANT (Stephenson). I. D. Large primrose yellow.	1.75	5.00
STRAIGHT'S WHITE (Straight-Wells-Ruschmohr). I. D. Large white.	1.75	5.00
SUNRAYS (Straight-Wells-Ruschmohr). I. D. Buff apricot suffused peach red. Very large blooms averaging 12 inches. D. W. Hart medal winner.....	1.75	5.00
VIRGINIA RUTE (Chappaqua). I. D. Deep rich velvety maroon, with broad pointed petals. Large flower on extra strong stems.....	2.00	5.00
VOLCANO (Richardson). F. D. Orange flame red.....	1.00	3.00
WINDSOR COLONEL (Mitchell). I. D. Lemon yellow slightly suffused scarlet.	1.75	5.00
YOUR LUCKY STAR (American). I. C. Pink shading white.	1.00	

STANDARD INTRODUCTIONS

We feel that the following dahlias should be in every garden. We can supply plants, grown and shipped in 3-inch pots. Anyone of the following at 50¢ each. Any 8 for \$3.00. If interested in roots of any of these dahlias write us for price quotations.

White

Jersey Dainty, R. C.
Ballego's Surprise, S. C.
Eva Hunt, I. D.
Darcy Sainsbury, I. D.

Yellow and Cream

Frau Ida Mansfield, R. C.
Royal Purchase, I. C.
Miss Glory, S. C.
Betty Lindgren, S. C.
California Idol, I. D.
Lord of Autumn, I. D.
Rockley Moon, F. D.

Orange, Buff and Bronze

Ambassador, R. C.
Golden Standard, I. C.
Amelia Earhart, S. C.
Watchung Giant, I. D.
William G. Willey, F. D.

Purple and Violet

Ella May, R. C.
Farncot, I. C.
Jean Trimbee, S. C.
Hunt's Velvet Wonder, I. D.
Purple Mist, F. D.

Lavender, Violet-rose and Mauve

Dr. Helmuth Spat, R. C.
Lilac Glory, I. C.
Bette Davis, S. C.
Azura, I. D.
Meadowbrook, F. D.
Supt. Amerhyn, B.

Pink, Salmon and Rose

Saarland's Heimkehr, R. C.
Pink Spiral, I. C.
Josephine G., S. C.
Jane Dew, I. D.
Kathleen Norris, I. D.
Cavalcade, F. D.

Red, Crimson and Maroon

Dulcinea, R. C.
American Triumph, I. C.
Mme. Geo. Pezant, I. C.
Red Jug, S. C.
Satan, S. C.
Man O War, I. D.
Mrs. Geo. Le Boutillier, I. D.
Murphy's Masterpiece, I. D.
Oakleigh Monarch, F. D.

Bi-Color

New Glory, S. C.
Alice Stelick, I. D.
Bing Crosby, I. D.
Phantom, F. D.
Patricia Armstrong, B.

COLLARETTES, MIGNONS, ORCHIDS & SINGLES

	Plants	Roots
BISHOP OF LLANDOFF. Bright scarlet mignon, bronze foliage		\$.35
BRICK. Collarette of solid color, brick red with white collar.	.50	.50
CHANCELOT. Single of velvety red. Very attractive.....	.50	.50
DAHLIADEL WHISPER. Orchid of yellow scarlet reverse..	.50	.50
FUGI SAN. Bronze attractive single.....		.35
LADY BOUNTIFUL. Pink attractive single.....		.35
LITTLE OTHELLO. Very dark maroon single almost black with bronze foliage.....	.50	.75
MERCEDES ANN. Red collarette with white collar.....		.50
PINK PREAKNESS. Collarette. Large rose pink with white collar.	1.00	3.00
PREAKNESS. The champion white collarette.....	.50	1.00
THRILL. Cardinal and white single bi-color.....	.50	1.00
TWINKLE. Orchid, white with distinct violet rose markings.	.50	.50

POM PONS		Plants	Roots
ATOM. Fiery red. One of the best and constant winner....			\$.25
BETTY MALONE. White with each petal distinctly tipped violet purple.	\$1.00		3.00
BOB WHITE. White.25
DORIA. Very fine Australian exhibition dark red.50
EILEEN. Lavender and white bi-color.75
ELIZABETH ANN. Peach pink.25
GRAIN O GOLD. Clear yellow. Seedling of Little Edith...	.50		1.50
HONEY. Pale honey yellow with faint suffusions on edge of petal.25
ILA. Deep blood red. Fine form making complete ball. Size 1 inch, perfect centers.50		
KIA ORA. Australian pom of bronze yellow.50		.75
LITTLE EDITH. The perfect pom. Wins more prizes than any other in its class. Primrose yellow tipped carmine.			.25
LITTLE PRINCE. The smallest of yellow poms. Very neat.	.75		
LITTLE RED RIDING HOOD. Glowing crimson. Extra good.	.50		
MELROSE BABY. Deep cherry red. Perfect formation on fine stem.50		
MRS. J. TELFER. Pure white exhibition type. One of the best in this color class. Size 1 inch.50		
MRS. V. BRITAIN. Australian pink, fine form.50
NERISSA. Soft rose silver. One of the best exhibition poms.			.35
PINK LADY. Pink with dark eye.25
PURPLE JOY. Bluish purple.50		1.00
ROSALIE. Clear rich ivory white.35
SHERRY. Dark purple.50
STRATFORD. Australian purple and white.50		.75
TAKA'S PURPLE. Purple.35

MINIATURE

ANDREAS ORANGE. New miniature from Holland. Bright orange.	1.00		3.00
BABY ROYAL. Salmon shaded apricot.35
CHARD'S VANITY. Semi Cactus, soft pink.50
DIANNE. Rose and tan in semi cactus type.	1.00		3.00
DOROTHY BRANT MILLER. Shell pink.50
DUBONNET. Oxblood red.50		1.00
FRED SPRINGER. Poinsettia red. Extra fine.50		
GLORIOUS. Raspberry red.35
GLOW OF DAWN. Color radiant pink, outer petals with center and base of wax yellow. Cactus miniature.50		1.50
GOLDEN NUGGET. Formal decorative miniature of gold..	.50		
JOYCE ANN. Very fine light rose pink.50		.75
JULIA S. Deep rose pink with golden suffusion at base of petals.50		1.00
LITTLE NEMO. Red and white variegated.50
MARKET GLORY. Semi-cactus pink miniature. Fine forma- tion.50		.75
McKAY'S PURITY. Miniature formal decorative, pure white.	.50		1.00
MISS MUFFET. Light pink miniature.50		.75
PETIT PRINCE. One of the finer new miniatures. We call this a red Baby Royal.	1.00		3.00
PETIT SONNE. A fine miniature Golden Sonne. Outer petals yellow, center buff. A very fine miniature cactus.	.50		
PINK LASSIE. Soft rose peony miniature.50		1.00
RAPTURE. Rose pink.50
ROYALETTE. Royal purple decorative miniature on long stems.50		1.50
SNOWSPRITE. Miniature semi-cactus of pure white.50		1.50
SYLVIA. Miniature formal decorative of garnet red.50		.75

Special Dahlia Collections

Please note the special offers we are making in commemoration of our 10th Anniversary. These offers are made of our own introductions of plants grown and shipped in 3-inch pots, express prepaid:

COLLECTION A—Any 8 of the following plants for \$3.25: Josephine G., Meadowbrook, Jane Dew, Man O War, Orchid Moonlight, Mrs. Geo. Le Boutillier, Rockley Moon, Rudolf's Giant, Red Jug, Purple Mist, William G. Willey, Betty Lindgren, Preakness, Pink Preakness, Grain O' Gold.

COLLECTION B—Plant of Sunrays, Straight's White and any other 2 varieties mentioned in Collection A for \$3.25.

COLLECTION C—Plant each of Rita Wells, Langeloth and any other 1 variety mentioned in Collection B or any other 2 varieties mentioned in Collection A for \$4.50.

COLLECTION D—Plant each of Deep Purple, Victory, Nancy Ann Mitchell, Purp and Pyro for \$12.25.

We are also offering at this time collections made up of the leading exhibition varieties mentioned in this catalog. The value received is more than triple the catalog value. We guarantee that all the dahlias in these collections are correctly labeled and the stock is true and healthy. Moreover, if you are not satisfied with the selection of the dahlias in the following collections, we shall be pleased to refund your money, upon the return of the stock. We shall send any of the following prepaid:

COLLECTION No. 1—Six named high class large type exhibition dahlia roots for \$3.00.

COLLECTION No. 2—Eight roots named of recent Honor Roll or Certificate of Merit large type exhibition dahlias, not one of which is over three years old for \$10.00. Should you desire plants of this collection, the price will be \$3.00.

COLLECTION No. 3—Eight roots named of new Honor Roll and Certificate of Merit Dahlias, large type exhibition dahlias, not over two years old for \$15. Should you desire plants of this collection, the price will be \$5.00.

COLLECTION No. 4—Six named high class exhibition pom pon dahlia roots for \$1.00.

COLLECTION No. 5—Six named high class exhibition miniature dahlia roots for \$1.00.

COLLECTION No. 6—Six named high class dahlias, collection to include roots of pom pons, miniatures, mignons, collar-ettes, orchids and singles. You may have one of each type or if you prefer any particular type we shall be pleased to let you have them.

We are the Eastern Representatives of The Stephenson Dahlia Gardens of Santa Monica, Cal., handling their originations as well as their seed, which is considered the **FINEST DAHLIA SEED IN CALIFORNIA**, grown from the largest planting of Honor Roll, Certificate of Merit and large type Exhibition Dahlias in Southern California. The garden is planned and planted to get the best possible crosses and all seeds are ripened on the plant. No small type dahlias are permitted to bloom in the garden during seed time.

“CALIFORNIA’S FINEST DAHLIA SEED”

Is a mixture of seed harvested from the following named varieties.

20 seeds for \$1.00; 50 seeds for \$2.50; 100 seeds for \$5.00; 1,000 seeds for \$40.00.

Achievement	Gala California	*NANCY ANN MITCHELL 1940
Adirondack Sunset	Geneva Surprise	*One Grand
Adolf Mayer	Geneva Surprise	Pacific Splendor
Alf. M. Langdon	*Grand Master	Palo Alto
Amelia Earhart	Grand Marshal	*Paul Bunyan Charm
American Purity	Great Eastern	Peace
Analee McClure	Greater Glory	*Pink Daily Mail
Angelo Rossi	*Hillside Sunset	Pink Spiral
Azura	*H. O. Arrason	Premier's Majestic
Ballego's Surprise	H. R. S.	Prof. Leg. A. F. Gremela
*Bette Davis	Hunt's Velvet Wonder	Purple Mist
*Blue River	Joseph Mitchell	Ramona
*Borch Foraker	Katie K.	*Rita Wells
Broomall's Pink	Kay Francis	Robt. L. Ripley
Burgandy	King Alfred	Rockley Moon
Calif. Idol	Lady Moyra Ponsonby	Rotarian
Calif. Peach	Langeloth	Royal Purchase
Carl G. Dahl	*Leland Stanford	Rudolf's Giant
Cavalcade	Lois Walcher	*Ruth Elder
Chamberlain	Louise Arduini	*Satan
Chas. L. Mastick	Lyn B. Dudley	Son of Satan
*Coronado	Malibu Sunset	Sonoma
Corralina	*Margrace	*Sonny Boy
*Curley Locks	*Mandalay	Souv. de Jos. Laetart
Daily Mail	*Marian Broomall	Straight's White
D'Arcy Sainsbury	Max Baer	Stephenson's Giant
Dean Anderson	Milton J. Cross	*Sun Rays
DEEP PURPLE 1940	Miriam Hopkins	Tower's Empire
Director Plumecocq	*Miss Santa Monica	Volcano
Dresden	*Monarch of The East	Volkaert's Champion
Eagle Rock Fantasy	Mrs. Ida Chase	VICTORY 1940
El Rubio	*Mrs. Wm. Knudson	Wayville Delight
Elissa Landi	*Mrs. Geo. le Boutillier	Windsor Colonel
Frank Serpa	Murphy's Masterpiece	Wm. J. Wylie
Freda George		Yellow Marvel

*Especially fine seed has been harvested this year and if you are interested in special seed from any of the above varieties, we can supply these at the same price as mentioned above. Let us know your requirements. Orders booked subject to prior sale. Remember your seedlings will be no better than the garden that produced the seed, and from “California’s Finest Dahlia Seed” your chance of growing the prize winner is always good.

TERMS

Remittances must accompany all orders.

We prepay postage or express charges on all retail orders.

Wholesale orders will be shipped express collect.

We never make substitutions unless authorized.

Our plants are full grown and raised and shipped in three-inch pots.

We guarantee all our stock to be healthy and true to name and will be responsible to the extent of replacement of stock or refund of the exact amount involved but no further.

Our greenhouse has been certified by the United States Department of Agriculture and is inspected frequently. Every root and plant we ship out of the quarantined area for Japanese Beetle and European Corn Borer is examined by a United States Department of Agriculture Inspector who renders a certificate upon completion of inspection of each individual shipment.

Due to the drought this past season, we anticipate a shortage of some varieties and ask you therefore to order your dahlia requirements early in order to avoid disappointment.

All abbreviations are as follows:

(I.C.)	Incurved Cactus
(R.C.)	Recurved or Straight Cactus
(S.C.)	Semi Cactus
(F.D.)	Formal Decorative
(I.D.)	Informal Decorative
(B.)	Ball
(A.)	Anenome
(C.)	Collarette
(M.)	Miniature
(O.)	Orchid
(S.)	Single
(Mi.)	Mignon

DIRECTIONS FOR THE GROWING AND CULTIVATION OF EXHIBITION DAHLIAS

Time — The proper time to plant dahlias for exhibition purposes in this climate is about the tenth of June. Of course, if one is not depending upon the shows, they can be planted as soon as the frost is over. In this climate we advise a succession of planting from May 15 to July 1.

Preparing Soil — About one week or ten days before planting, spade your garden and leave it in the rough, then broadcast into soil to every 100 sq. ft. or to approximately ten dahlia hills 5 lbs. raw bonemeal mixed with 2 lbs. of muriate or sulphate potash which should be raked into the soil thoroughly.

Planting of Roots — Plant about 6 inches deep, no more, laying root flat on its side with eye facing upward. Fill hole only halfway to top and as sprout grows gradually fill in.

Planting of Green Plants — As plants are received, remove cartons and leave in pot. Soak them in shallow water for a few minutes in order to freshen plant after its journey through the mail. Set out plants in late afternoon or on a cloudy day, removing pot from plant. Make sure that plant is planted deep enough and if the following day should be hot and sunny, suggest shading plant with a peach basket during the heat of the day. Fill hole gradually with dirt as plant grows.

Stakes to which the plants are to be tied should be inserted at the time of planting; this also applies to roots.

Cultivation — Keep soil well pulverized and suggest cultivation about 24 hours after rainfall, in order to keep the soil from becoming baked. This is very important and should there be lack of rain, suggest weekly cultivations. Discontinue all cultivating after August 15, as roots have a tendency to come to top and will be disturbed by continuous cultivating.

Watering — Unless weather is very dry, dahlias will need no water until they commence to bloom. Then water thoroughly, soak the ground every week or ten days as needed.

Insects — Can usually be controlled by spraying weekly with a good insecticide. Even though plants appear to be clean and healthy, a weekly spray will act as a preventive. When you find a flower is being eaten or a stem drooping, make a search and you will be sure to find the troublesome pest, and kill it.

Disbudding and Disbranching — To get large flowers on long stems it is very necessary to disbud and disbranch.

When plants come up leave only one stalk. After three sets of leaves appear, pinch out the crown or center. In a short time a top pair of laterals will make themselves evident which eventually will be a branch of the dahlia bush. When the buds appear, leave only one of the three buds that usually come in a cluster, pinching out the side two. New branches will appear in the form of laterals between the leaves and the stalk. These should also be pinched out and it is well to pinch out all laterals below the remaining bud except the two nearest the main stalk. This will keep your plant low and bushy and you will have many flowers on long stems from branches below which will develop rapidly.

Fertilization — When buds appear, which is usually about the 20th to the 25th of August, it is well to give them a top dressing of fertilizer and we suggest at this time $1\frac{1}{2}$ lbs. of bonemeal flour, $1\frac{1}{2}$ lbs. of animal tankage and 1 lb. of muriate of potash or sulphate of potash. Mix well and broadcast not closer than 6 inches nor more than 18 inches from the stalk. The foregoing formula is sufficient for one application to ten hills.

Cut Flowers — Dahlias should be cut in the early morning or in the evening after sundown. After flowers are cut dip stems into hot water (about boiling) for one or two minutes. Then place in deep cold water in a cellar for a few hours to freshen. Flowers then may be ready to ship by packing in strong corrugated boxes, laid out in florists tissue paper. It might be well to fold up newspapers to act as a pillow for the large blooms to rest on in order to avoid bruising.

Storage — After the black frost has killed the dahlias, cut the tops at the ground and dig them carefully with a good fork, being careful not to strain the necks of the roots. Cut stalk within 2 inches of crown and allow clumps to dry out in the sun three or four hours before placing into barrels or boxes. Suggest that clumps be placed in inverted position while drying, in order that water in stems will drain out. It is well to allow soil to cling to clumps to prevent root necks from breaking and excessive drying of tubers. A good potato cellar is very desirable as a storage bin for dahlias. If this is not available, keep them as far as possible from the heater and in a space where the temperature will not go below 40 degrees nor above 55 degrees.

Preparing Soil for Next Year — After roots have been dug spade the garden and plant winter rye. If your soil has a tendency to be acid would broadcast lime stone over it. The spreading of cow manure over the winter rye will also be very beneficial. Turn rye over just before it goes into stalk which in this climate is usually about the first week in May.

JOIN THE

AMERICAN DAHLIA SOCIETY



We invite our friends and customers to join the American Dahlia Society and become a part of this great National organization whose interest is devoted solely to the improvement of the Dahlia.

The Quarterly Bulletin—a real Dahlia Magazine—gives all the up to date Dahlia news, information about, and illustrations of new varieties, the latest cultural hints and is a real worth while guide to any lover of Dahlias. The Bulletin alone is worth many times the cost of the annual dues.

Trial Gardens are maintained at Connecticut College, Storrs, Connecticut, and The Michigan Agricultural College, East Lansing, Michigan, where new varieties are tested and scored each year. A test garden is also maintained at Cornell University, Ithaca, New York, for research work on insect and disease control. Full reports from all these gardens are published from time to time.

Dahlia “fans” in every state of the Union and many foreign countries are members and frequently contribute news to the Bulletin. Membership includes admission, and the privilege of exhibiting at all our National exhibitions which are held each September in some National center.

APPLICATION FORM

Dues \$2.00 per year
Payable in advance

JOIN NOW—and we know
you will not regret doing so

To C. Louis Alling, Secretary of The American Dahlia Society, Inc.,
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Enclosed find \$2.00 for which please enroll me as a member of your Society. Send copy
of the current Bulletin.

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